

Friday, September 26, 1975

BACK STAGE

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TV COMMERCIAL PRODUCTION SECTION

SPONSORED FIELD

Trettin Spots Hot Rod

Silverstone Race Track in London serves as the backdrop for a new :30 commercial for the Aurora/AFX toy racing car. Spot, directed by Henry Trettin of Lee Lacy/Associates features England's professional racing superstar Jackie Stewart. Grey Advertising agency producer was Vinnie Infantino.

Levin Keeping The Faith

Len Levin, of Levin/Blume, Inc., reports his busy schedule of videotape production continues. Just completed were spots for ABC's Wildlife Preserve in Largo, Md. for W.B. Doner, and McDonald's for Needham, Harper and Steers. Also done were four spots for Marriott Resort Hotels for Van Sant Dugdale.

Levin now goes into rehearsal for 18 more segments of "Scoops Place." Segments, products of Family of Man Films, will be part of a new PBS show to be aired this fall.

While all of this goes on, Levin continues to direct the syndicated professional wrestling shows for Capitol Wrestling Corp.

Baker Cleans Up Arm & Hammer

Three period kitchens were built in the Ansel Productions studios recently for a :30 spot for Arm & Hammer Oven Cleaner, directed by Ray Baker. Theme of the commercial is that while ovens have changed over the years, most oven cleaners haven't. Arm & Hammer is a new method of cleaning ovens.

Periods depicted in the spot are turn of the century, 1930's and present day. One actress was featured in each of the segments and was put through exhausting makeup and hairstyling changes throughout the shooting day. Kelly Nason agency producer was Irene Tafel, Bruno Brugnattelli was creative director. Sets were designed by Steve Hendrickson.

Sokolsky's A Natural: C'est Vrai

Sunlight's director/cameraman Mel Sokolsky just finished shooting his third package of cinema verite style spots for the American Dairy Association.

In each of the :30 spots shot in Cal., Sokolsky's viewfinder once again framed in on real people in everyday situations choosing "milk as a natural" with the foods they eat in their daily routines.

D'Arcy, MacManus, Masius is the agency for the ADA. Dick Henley was the agency producer for the campaign with Chuck Kessler D'Arcy art director and Don Carlson, Associate Creative Director. Jane Holmes represented the ADA. Sol Dowlrow produced for Sunlight Pictures Corp.

Topel's Tale From Two Cities

According to Topel & Associates' Exec Producer, Gregg Ackerman, both Chicago and LA offices have been moving from location to location with projects across the board.

In LA, spots were completed for Master Charge with Ray Menzel, Bernie Gids and Susan Rugtvis coordinating the project for F.C.B./Honig-San Francisco. Bozell & Jacobs, Dallas with Phil Brown and Doug McGibbon producing came in next with a Trailways project followed by Chiat-Day and Hy Yablonka, Mark Doyle and Pam Den Hartog for an Ames Home loan spot with a "Jaws" storyline.

In Chicago, John Ewing has completed work on a fortune teller spot for WBBM with new Channel Two portscasters, John & Jeannie Morris. Phil Hagenah, Miss Lubliner and Roger Greene produced for Greyhound. Ewing begins work now with Earle Ludgin on a Maple Syrup commercial and a documentary for The Chicago Options Exchange.

Gil Sorenson, after completing the final phases of the swift Cinemascope film that's travelling all over the country, has finished commercials for Bell & Howell with Sandy Nelson producing and Charniglow gas grills or Sherren Leigh, both of Robert L. Cohn. Gil begins work now on a film for Morton Salt.

And finally, Roger Young teamed with the Man from N.C.L.E., Robert Vaughn, in a spot for American Automobile Insurance with Sharon Pittman producing and Arthur Meyerhoff.

Someone's In The Kitchen With Alton

Director Bill Alton spent four days in the kitchen recently and left his camera in the oven for 48 more hours in a quartet of 30-second spots for The Pillsbury Company.

All four commercials were produced in different kitchens created by set designer George James as part of Pillsbury's "I Can Bake" campaign. Each spot, showing a different Pillsbury product, required a day's shooting in addition to two days of time-lapse footage needed to show the rolls and cookies baking in the oven. Will Fieldhouse was the producer for the Leo Burnett agency. Jack Horton was the cameraman for Alton Films. Joan Bradshaw served as exec producer.

Mercede A DFS VP

Anthony J. Mercede, Dancer - Fitzgerald - Sample office manager, has been named a vice president.

Walther Joins C&W

Lee Walther has joined Cunningham & Walsh Inc. as an account exec. She comes to C&W from N.W. Ayer.

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